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PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

TO: P. KORNBLUTH
FROM: A. GOLDFARB
SUBJECT: CAMBRIDGE POS

DATE: APRIL 10, 1991

The following provides you with desired production quantities for POS items discussed. Items were costed out based on the dollars you provided for each.

<u>ITEM</u>	<u>#</u>	<u>ESTIMATED COST</u>
Medium Counter Balance	5,400	\$800,000
Small Counter Balance	4,000	400,000
Pump Topper	16,400	96,000
Light Thief	9,100	100,000*
Moving Message Board with clock	4,200	<u>604,000</u>
Total		\$2.0 million

* Based on Cambridge funding 60% of cost

Once we have all items comped we will need to set up a meeting for Management review.

Should you have any questions, please call.

cc: A. Atlas
M. Keshner
R. Mikulay
N. Parmet
R. Stirlen

A. Atlas

2042812690

AG171/db